

American Cancer Society

Active For LifeSM

Team Captain Training

THE OFFICIAL SPONSOR OF BIRTHDAYS.®





What is Active For Life?

- Flexible, 10-week team-based worksite physical activity program
- Team-based approach, with ability to set individual goals
- Receive a point for each minute of physical activity – counts toward individual and team goals
- Participants, Team Captains, and Directors provide encouragement to succeed
- Based on the Stages of Change Theory and the American Cancer Society (ACS) Guidelines for Physical Activity



Team Captain Role & Responsibilities

- Provides program information and support directly to the program participants
- Essential part of keeping the Participants motivated
- Selects the team name and team logo (logo is optional)
- Invites the Team Members to participate on their team
- Monitors team and Participant reports



Team Captain Invitation

- Receive the email invitation to serve as the Team Captain

Hello,

I'd like to invite you to be a Team Captain for the ACS Demo Active for Life campaign.

Active for Life is a 10-week program designed by the American Cancer Society to encourage people to be more physically active on a regular basis.

As a Team Captain, you will have access to reports for your Active For Life team. Information and support for this role is available in the Campaign Tools and Tips tabs once you have accepted the invitation.

Click here to accept the Team Captain invitation.

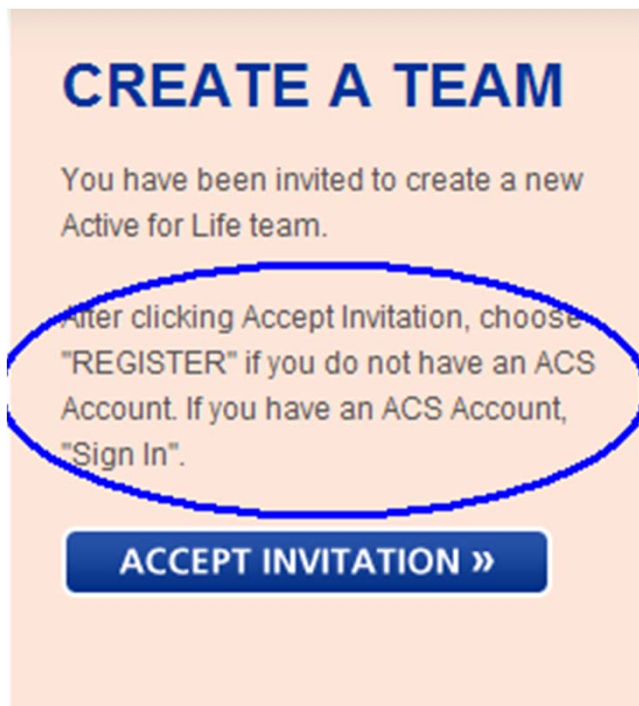
<http://www.activeforlife.org/Default.aspx?invite=f1486b83-c12c-43a6-a997-c029d0a8b5a0>

Thank you

- Click on the Link or copy the link in its entirety and paste it in your browser, press return/enter

Complete the Invitation Process

- Click “Accept Invitation”



- If you DO NOT have an ACS Account, choose “REGISTER”

A screenshot of a login page titled "SIGN IN TO ACTIVE FOR LIFE" in a blue header bar. On the left, under "Sign in using your account with:", there is a list of social media and service icons: ACS Account (highlighted with a blue arrow), Google, Yahoo, Facebook, Windows Live ID, AOL, and OpenID. On the right, under "SIGN IN WITH YOUR ACS ACCOUNT", there is a paragraph of text explaining the benefits of signing in. Below this text are two input fields: "Email Address:" and "Password:". To the right of the password field is a link that says "Forgot your password?". Below the input fields is a blue button labeled "SIGN IN". At the bottom of the page, there is a link that says "Don't have an ACS Account? Create an account now!" and a blue button labeled "Register" which is circled in red.

THE OFFICIAL SPONSOR OF BIRTHDAYS®



Accept terms of creating an ACS Account

Complete Pre-Challenge Survey

PRE-CHALLENGE SURVEY

- 1** There are three levels of physical activity for which you may choose:

Bronze (10-29 minutes per day, 5 days per week)

Silver (30-59 minutes per day, 5 days per week)

Gold (60+ minutes per day, 5 days per week)

The ACS recommended level of physical activity for adults is at least 30 minutes of moderate activity on five or more days of the week. In the space provided, please indicate the number of minutes of physical activity per day (assuming five days per week) that you plan to attain.

- 2** On a scale of 1 to 10, where "10" is "highly motivated" and "1" is "not at all motivated", how motivated are you now to reach your goal?

- 3** Please rank the top three reasons you decided to participate in this challenge (rank the most important reason as #1).

Ranking #1

Comments:

Ranking #2

Comments:

Establish Team

- Complete each field of the form and save
(explanation of each field is on the following slide)

Team Management

Team Membership - ACS Demo Team 2

Team Information Updated Successfully

Team Name:	<input type="text" value="ACS Demo Team 2"/>
Team Logo:	No Logo Uploaded Change
Team Location:	<input type="text" value="4th floor"/>
Region:	<input type="text" value="East"/>
State:	<input type="text" value="Florida"/>
City:	<input type="text" value="Orlando"/>
Store:	<input type="text" value="Store #145"/>
Number of Participants Invited:	<input type="text" value="10"/>

SAVE »

Company: ACS Demo
Campaign: AFL Demo Campaign 1
Campaign Start Date: 12/17/2010
Campaign End Date: 2/24/2011
Program Director: ACS Demo3
Allow Bonus Points: Yes

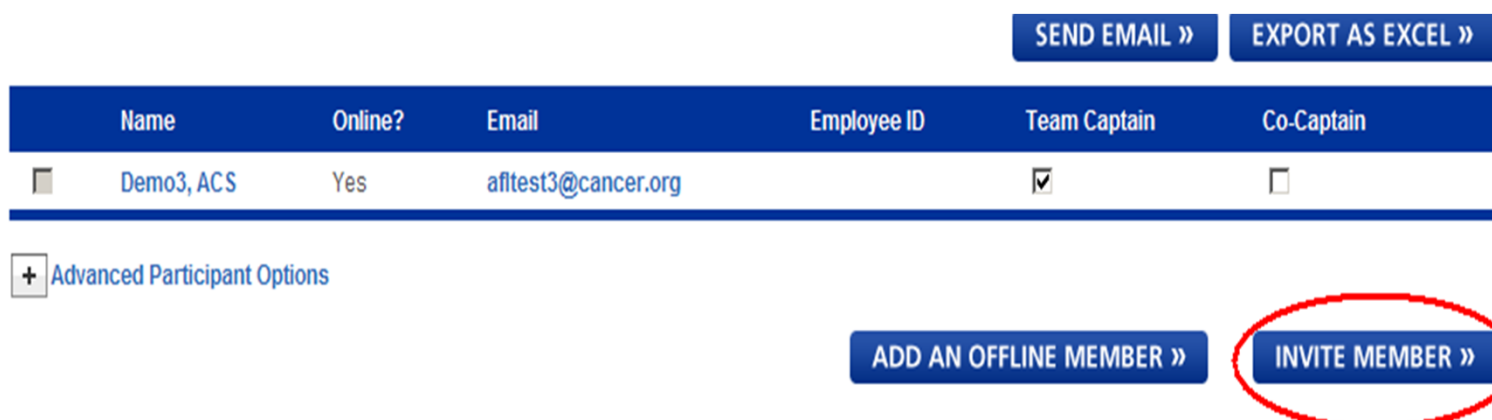


Team Management Fields

- Name the Team
- Indicate Team Location (i.e. 2nd floor, Main St, etc)
- Region, State, City, Store fields are specific to how this demo company was established, *your Team Management fields will vary*
- Number of Participants Invited: indicate how many people you plan to invite to your team
- After saving team information, the option to upload a team logo will appear, upload a logo (this is optional), click “upload” then click “Save”

Invite Team Members/Participants

- Once Team details are saved, scroll to the bottom of the Team Management page
- Click “Invite Member”



The screenshot displays the Team Management interface. At the top right, there are two buttons: "SEND EMAIL »" and "EXPORT AS EXCEL »". Below these is a table with the following columns: Name, Online?, Email, Employee ID, Team Captain, and Co-Captain. The table contains one row with the following data: Name: Demo3, ACS; Online?: Yes; Email: afltest3@cancer.org; Employee ID: (empty); Team Captain: (checked checkbox); Co-Captain: (unchecked checkbox). Below the table, there is a link labeled "+ Advanced Participant Options". At the bottom right, there are two buttons: "ADD AN OFFLINE MEMBER »" and "INVITE MEMBER »". The "INVITE MEMBER »" button is circled in red.

Name	Online?	Email	Employee ID	Team Captain	Co-Captain
Demo3, ACS	Yes	afltest3@cancer.org		<input checked="" type="checkbox"/>	<input type="checkbox"/>

[+ Advanced Participant Options](#)

[ADD AN OFFLINE MEMBER »](#) [INVITE MEMBER »](#)

- Copy and paste the following invite link in your email service and send to intended participants
- OR if your company has enabled the feature and wants to direct participants to use the “Join A Team” button at www.activeforlife.org, see the Join A Team button instructions on slide 11.

Invitation Process

Invitations

Invitation for Participant

Below is the unique link created to invite participant(s) to join your Active For Life team. Copy (Ctrl-C) and paste (Ctrl-V) the entire link into an email and send the email to your participant(s). If you do not copy the link exactly as it appears below, it will not work properly.

Additionally, you can also use the suggested text below or craft your own introduction to use along with the invitation link.

Copy and paste the invitation link in its entirety:

<http://www.activeforlife.org/Default.aspx?invite=cae00a74-19b6-4e14-9857-d8b86b93c614>

Suggested Introduction:

Hello,

I'd like to invite you to be a participant on my team (ACS Demo Team 2) in the ACS Demo Active for Life campaign.

Active for Life is a 10-week program designed by the American Cancer Society to encourage people to be more physically active on a regular basis.

As a participant, you will be a part of a team that competes with other teams to reach or exceed physical activity goals. Information and tools are available in the Active For Life site once you have accepted the invitation.

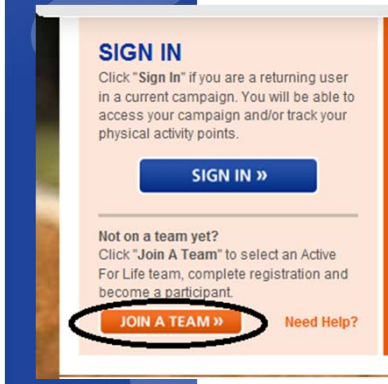
Click here to accept the participant invitation.

<http://www.activeforlife.org/Default.aspx?invite=cae00a74-19b6-4e14-9857-d8b86b93c614>

Thank you

Using the Join A Team Button

- If your company has enabled participants to self-select the team they want to join, you can direct participants to join a team by going to www.activeforlife.org, click Join A Team, entering the company name and company password and then "Continue". **Please note, this is only available for the participant role.**
- You must know the company password (see your Program Director if you don't know the company password)
- As a Team Captain, you will need to inform participants that they can join a team by entering the company name and company password at www.activeforlife.org. They can search for your team by the team name or Team Captain's name or by possibly a company structure



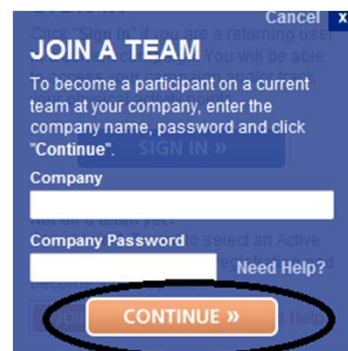
SIGN IN

Click "Sign In" if you are a returning user in a current campaign. You will be able to access your campaign and/or track your physical activity points.

SIGN IN »

Not on a team yet?
Click "Join A Team" to select an Active For Life team, complete registration and become a participant.

JOIN A TEAM » Need Help?



JOIN A TEAM

To become a participant on a current team at your company, enter the company name, password and click "Continue".

Company

Company Password

CONTINUE »

JOIN AN ACS DEMO TEAM

Search by Team Name or Team Captain's Name

Team Name: **SEARCH »**

Team Captain: **SEARCH »**

OR

Search by Company Structure

Region:

State:

City:

Store:

SEARCH »

Campaign Tools

Team Captain Abilities



MY DASHBOARD

THE PROGRAM

MY REPORTS

CAMPAIGN TIPS

CAMPAIGN TOOLS

**Step by step instructions are available in the Help
section in the AFL site**

Some examples of abilities are below:

- **Invite Participants**
- **Email Team Participants**
- **Select Co-Captains**
- **Add and Manage Offline Participants**

Campaign Tips

Team Captain Resources

MY DASHBOARD

THE PROGRAM

MY REPORTS

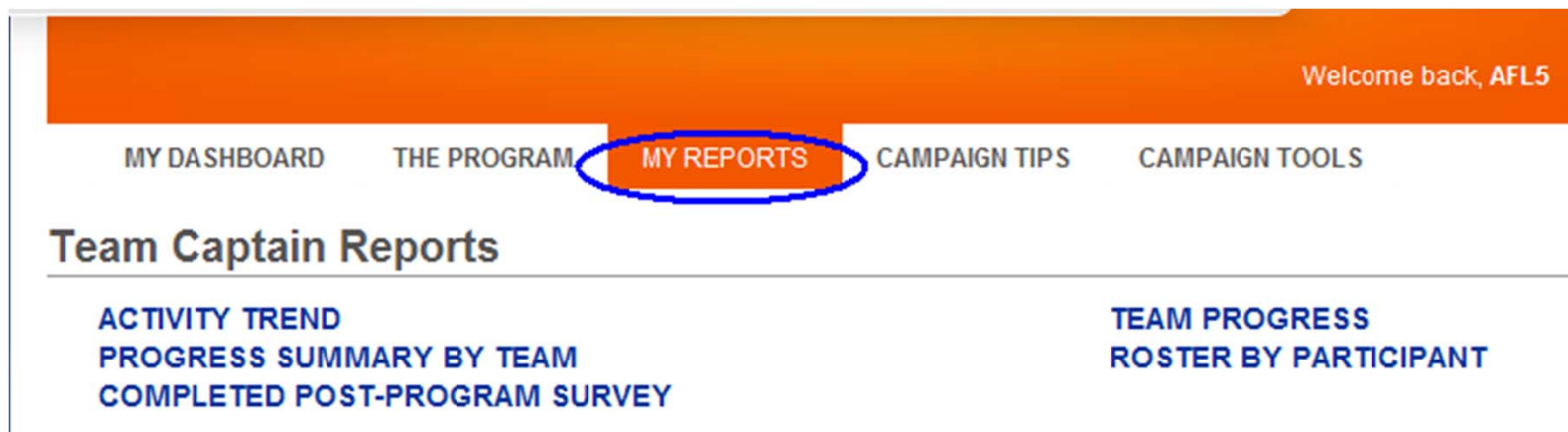
CAMPAIGN TIPS

CAMPAIGN TOOLS

- This area of the site has tips and resources needed to learn about AFL and support AFL Teams
- Some tips include:
 - AFL TC Training Manual
 - Participant Manual
 - Tips for Motivating your Team
 - Access to ACS Podcasts series
 - Support materials for offline users

My Reports

- Clicking on the report title will display the corresponding report for your team.
- As a Team Captain, you will see reports for your team or by participant
- Team Captains have reports only for their team



My Dashboard

- The dashboard is where activity points are tracked, campaign news displays, and where optional nutrition and weight tools will display.

The screenshot shows the 'My Dashboard' page for the Active For Life program. At the top, there's a blue header with the 'Active For Life' logo and the text 'THE OFFICIAL SPONSOR OF BIRTHDAYS'. Below this is a navigation bar with links: 'MY DASHBOARD' (highlighted with a red circle), 'THE PROGRAM', 'MY REPORTS', 'CAMPAIGN TIPS', and 'CAMPAIGN TOOLS'. A welcome message 'Welcome back, ACS' is visible in the top right corner.

The main content area is titled 'Customize My Dashboard'. It features a section for 'ACS Demo Team 1' with details: 'Team Captain: ACS Demo4', 'Number of Participants: 2', and 'Top Performer: ACS Demo4 (110min)'. Below this is a 'Team Goal Progress' section showing 'ACS Demo Team 1 Goal Progress' with a 'Goal Duration: 12/17/2010 - 2/24/2011'. A progress bar indicates 'Week 1 Progress: 110/525 minutes' at '21%'. The 'Overall Status' is shown as a yellow square.

The 'Activity Tracker' section at the bottom allows users to enter minutes of physical activity for each day of the week. It includes a table with columns for Friday (17), Saturday (18), Sunday (19), Monday (20), Tuesday (21), Wednesday (22), and Thursday (23). Below the table is a 'BONUS POINTS' section with a similar table structure. A 'SAVE' button is located at the bottom right of the activity tracker.

On the right side of the dashboard, there are two sections: 'American Cancer Society Demo' with a welcome message and a 'Campaign News' section with a 'Weekly Newsletter - Week 1 (12/17/2010)' announcement.

Help Features

- The Help Button is role specific and has step by step instructions on how to do common Team Captain tasks. Each role in AFL has access to the Help button.



Team Captain Help

Here you'll find information related to your role as a Team Captain in the Active For Life program

How do I change the Team Name?

How do I add/change the Team Logo?

How do I invite participants?

How do I deactivate and reactivate participants?

What is a Co-Captain and how do I designate a Co-Captain?

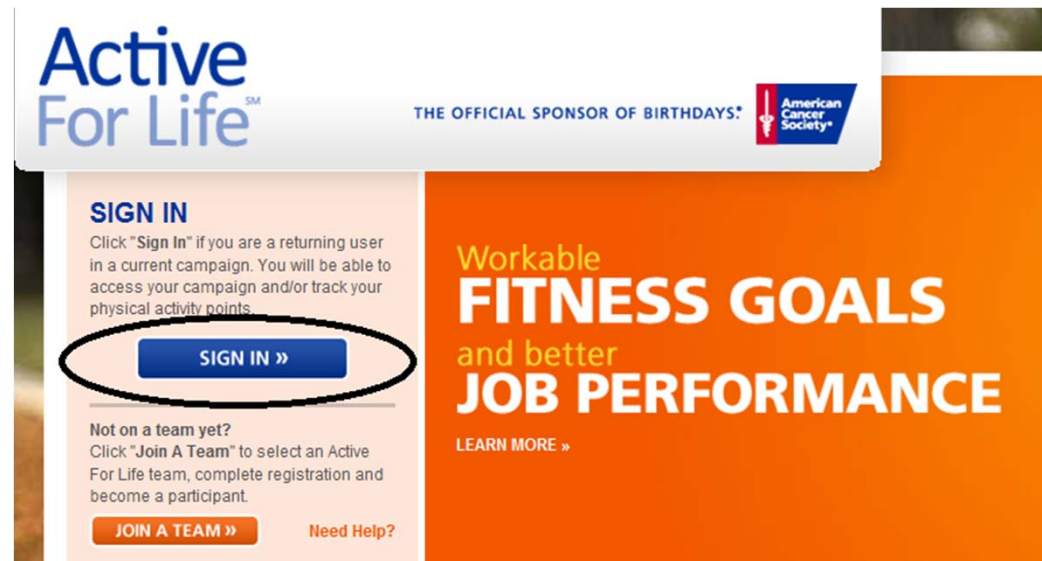
How do I add and manage offline users?

Where are the offline materials?

Where are the Team Captain and Participant training materials?

Future Sign Ins

- Each time you are ready to sign in to Active For Life, go to www.activeforlife.org
- Click “Sign In” to access Active For Life
- **Do not** attempt to sign in with your invitation link





Team Captain Checklist

- ☐ Invite Participants
- ☐ Let your team know to expect email invitations or to use the Join a Team button at www.activeforlife.org if your company is using this feature
- ☐ Keep your team motivated to be physically active and meet their goals
- ☐ Have fun!

Need More Help?
Contact your Program Director
or activeforlife@cancer.org

THE OFFICIAL SPONSOR OF BIRTHDAYS.®

